

FALL 2016

Fashion Trends
Back-To-School Trends
Macro Trends



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Notes:

These trends are macro –

- They can be tailored to your region.
- They are broad enough that shoppers and guests can find a trend that they are using.



Trend Alert Flag - These are reoccurring trends from Spring 2016/Fall 2015 that are still relevant this season.

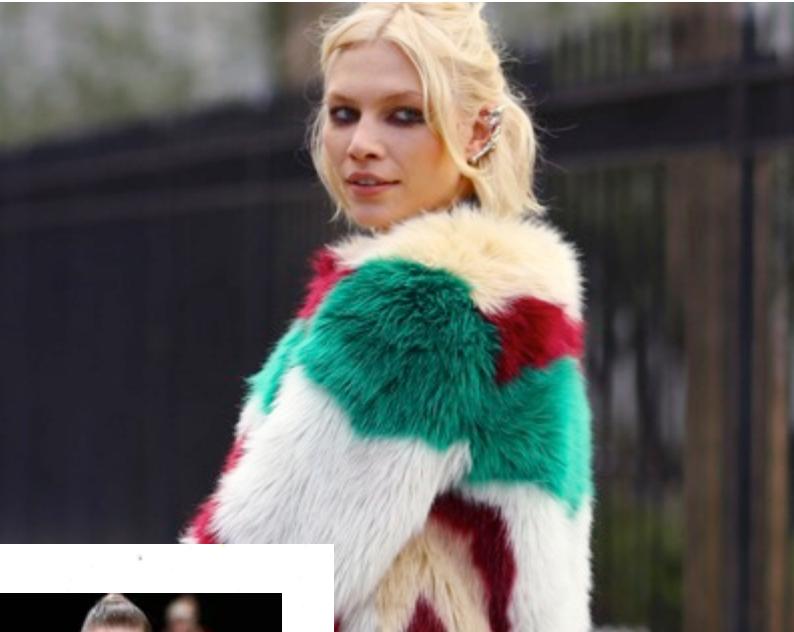


Evans Larson Communications



Artful Fur

Fur jackets get a colorful remix with bold hues and poppy patterns. Whether real or faux, women are making un-fur-gettable statements this season.



Warm & Fuzzy

Aviator jackets greet cooler weather with cozy shearling. Paired with flared pants or a midi dress, this retro look is ideal for transitioning weather.



Showing Shoulder

2016 is the year of the shoulder. The 'dare-to-bare' peasant tops from spring take on fall with luxe fabric and darker shades for subtle sultriness.

Power Shoulder

The '80's are back on the rack with one-sleeved looks and puffy shoulders. Voluminous silhouettes reign supreme as ladies embrace a more dramatic entrance.



Workout Chic

From the gym to the park, sweats and workout gear dominate the casual chic category. Paired with a sleek vest, athletic bottoms make comfort fashion forward.

Denim Deconstruction

Your favorite pair of jeans are coming 'undone' with patchwork detailing and frayed bottoms. Worn with a classic white t-shirt, this trend gives off an artsy vibe.

2



Choker Charm

Thick chokers are softened for fall with silky, patterned scarfs as neck adornments. This elegant twist to a '90's classic gives v-cut dresses and shirts a Parisian touch.

Statement Bags

Accessories command the room with over-the-top & out-of-this-world handbags. Explosive embellishments, lavish designs and oversized straps turn an ordinary purse into a statement piece.

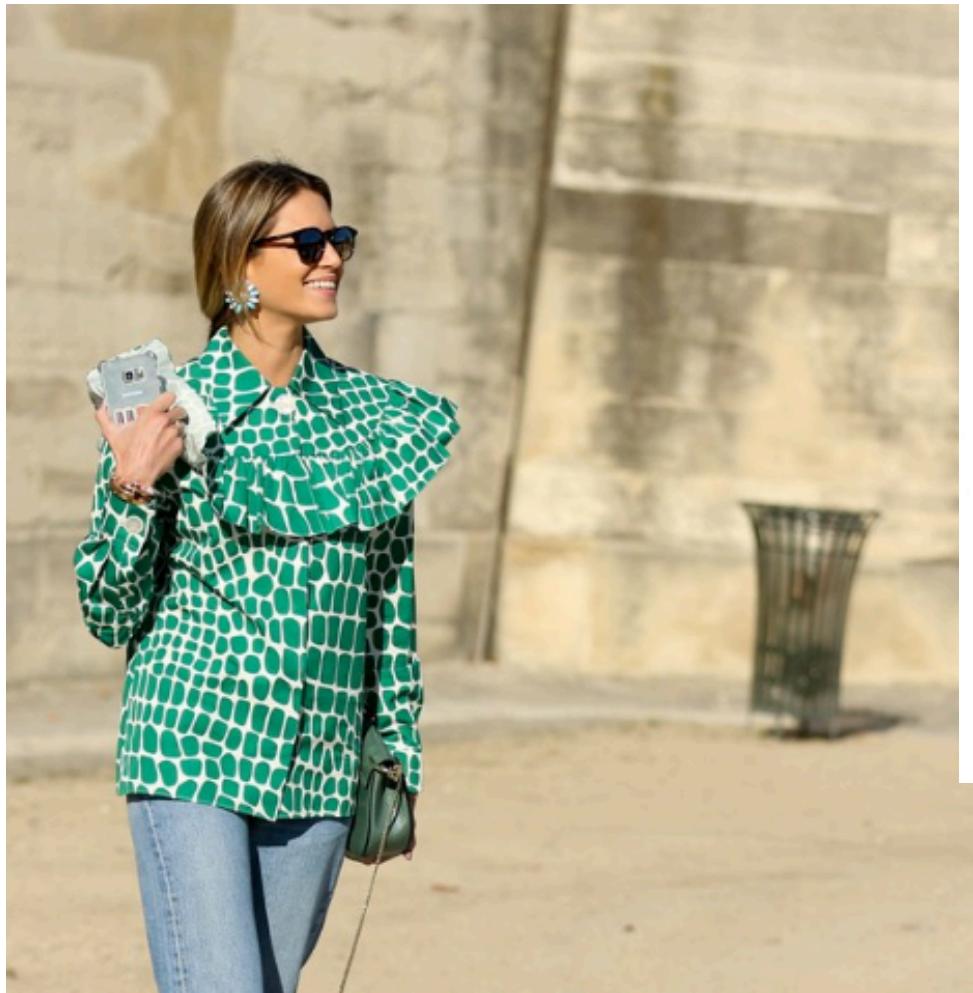


Sky-High-Thigh

Forget the knee boot. Ladies are loving the refined silhouette and slimming appeal of thigh-high boots. Boots in trending soft fabrics, like velvet and suede, give a plush and sultry feel.

Chunky & Funky

Whether flat or high-heeled, chunky platforms are stealing the sidewalk with a practical, punkish flair.



Totally Tiered

Girlie and grown-up, ruffled and tiered looks make their high-fashion debut with surprising wearability. Ruffled shirts in striking patterns give a contemporary edge to this flirtatious fabric.

Lady Leopard

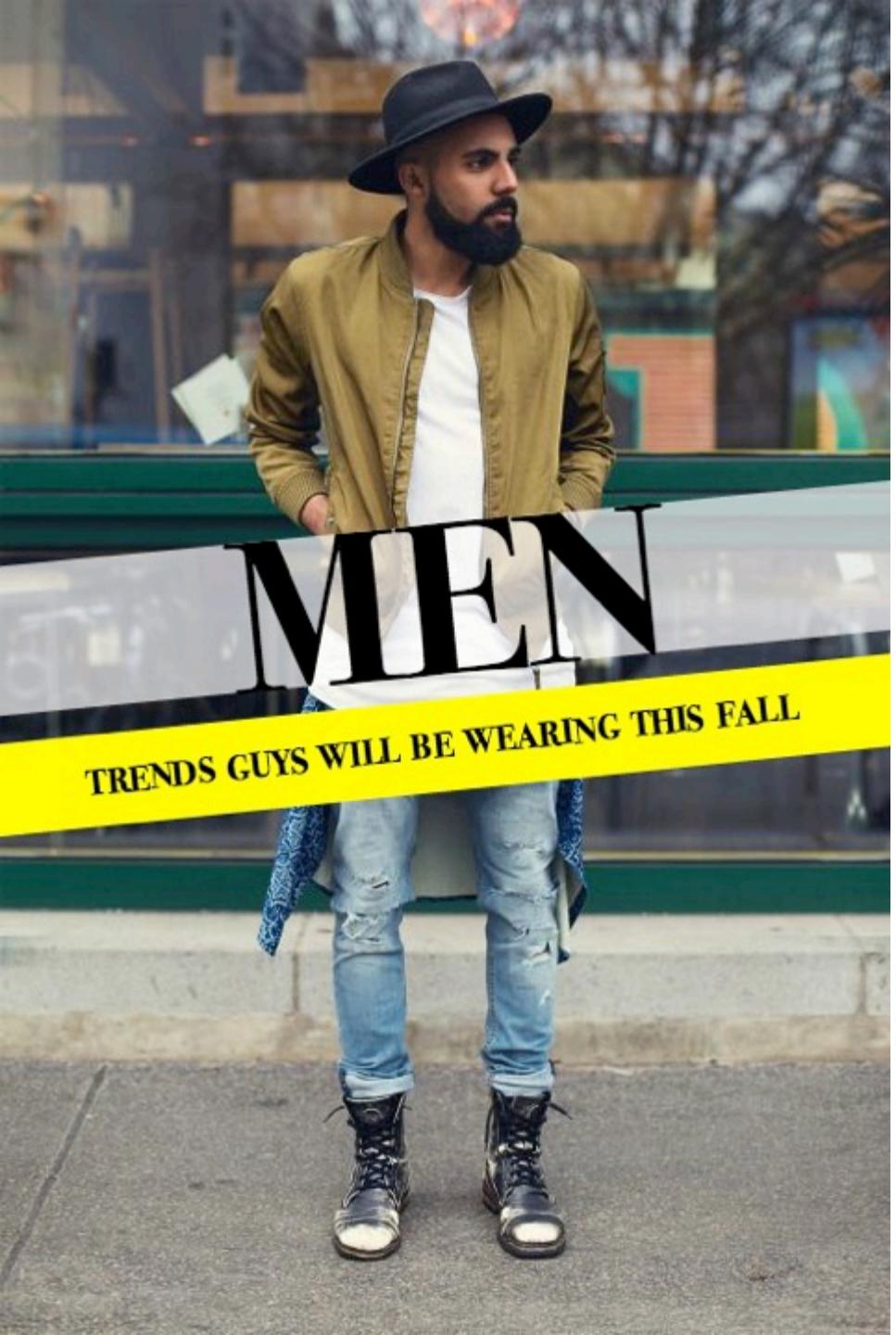
The cat's out of the bag. While leopard print never left, the notably wild pattern is roaring back on trenchcoats, power suits and more. Paired with muted accessories, this popular print is sure to be noticed.

Va-Va-Velvet

Feel touchably soft in the season's *most* coveted fabric. With a warm and wintery aesthetic, velvety dresses, jackets and detailing are ultra-romantic and perfectly plush.

Dark Romance

Feminine eveningwear heads to the dark side with boudoir-inspired lace and sheer fabric. Perfect for a romantic night on the town, pink and cream lace matures for fall with dark, brooding hues.



The Bomb.com

Men are taking flight this fall with '50's style bomber jackets. Darker hues, like navy and charcoal, keep this lightweight coat seasonally appropriate.

Denim Deconstruction

In sync with women's denim fashion, men's jeans are ripped, patched, bleached and destroyed. With a 'lived in' look, distressed denim is perfect for relaxed weekend style.



Check, Mate

Plaids are a go-to for style and sensibility. Decked in classic checks, woolly tartans and crisp windowpane patterns, guys embrace this simple menswear staple.



Simple Sneakers

Less suit, more slack. As men ditch tailored looks for looser clothing, dress shoes are swapped for laid-back flats. This minimalist effort pays off with lots of style and comfort.



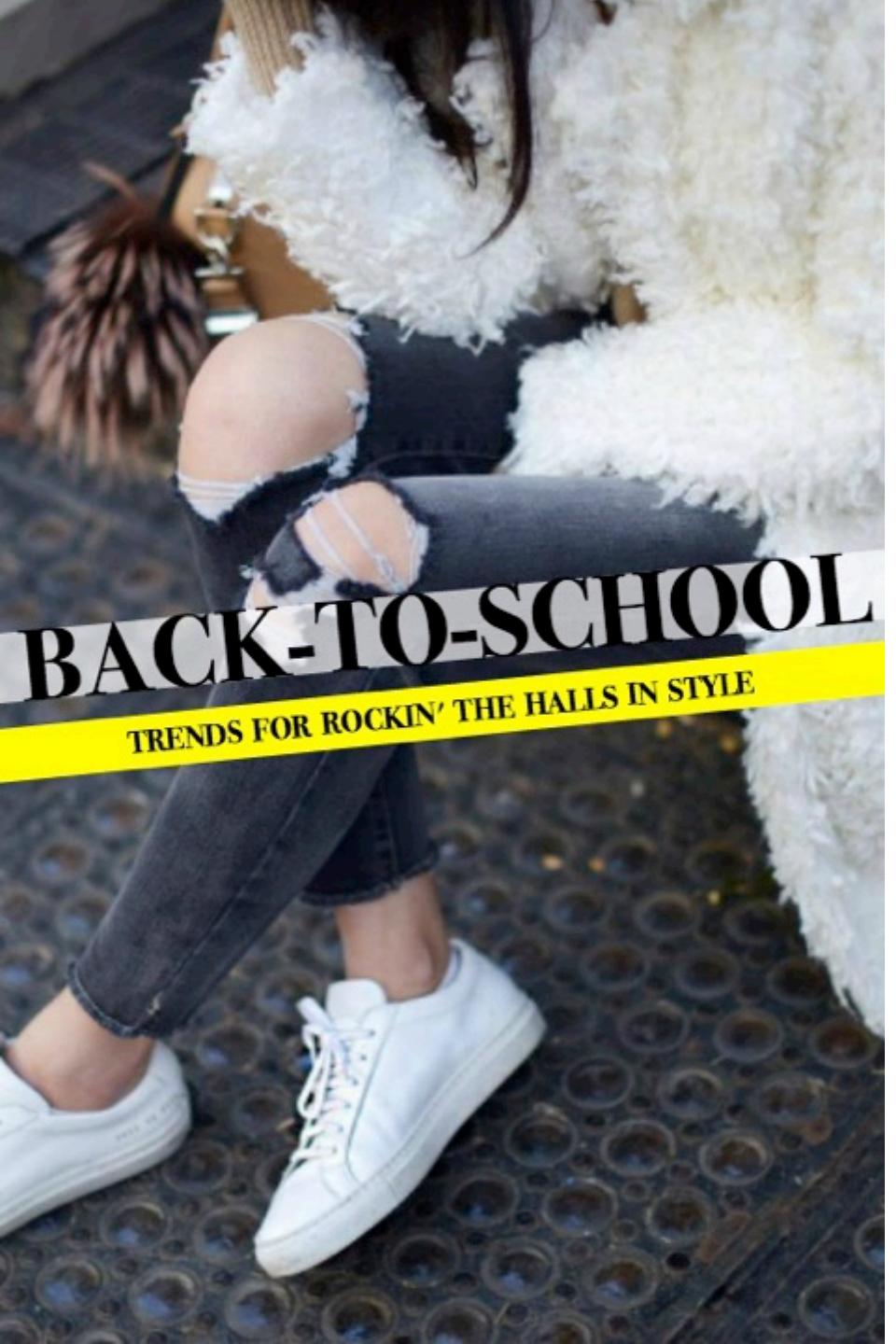
Rusted & Refined

A refreshing break from blacks and grays, men's fashion warms up with rich, reddish-browns. The spicy, autumnal hue works on everything from voluminous overcoats to polished jackets.



Backpack Boss

Goodbye, briefcase. Men hit the morning commute in style with tech-savvy and ultra-modern backpacks. With more room, lugging laptops and paperwork become a breeze.

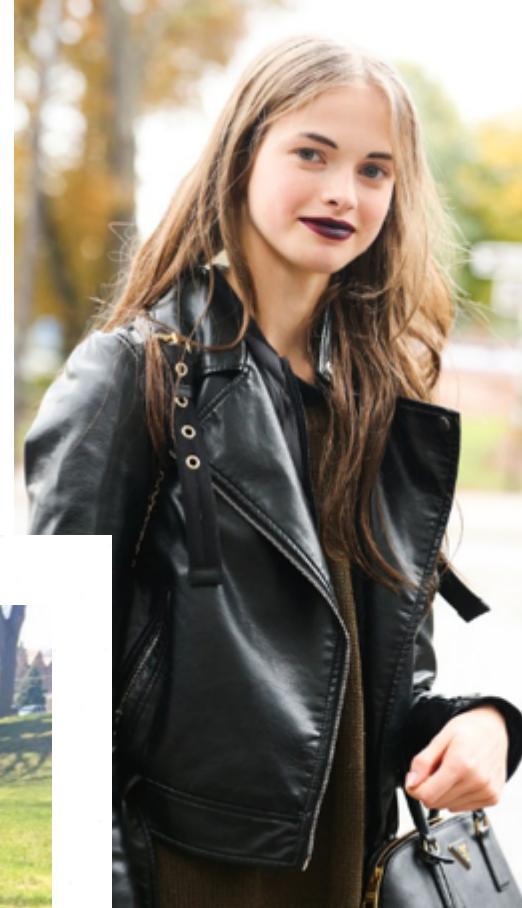


Schoolhouse Rock

The '50's are back. Pre-teens and teens embrace this retro revival with cool leather jackets, bomber jackets & more.

Cute Crossbody

Cell phones and school IDs are kept safe and sound with trendy crossbody bags. Brighten up the accessory with colorful hues or blingy details.



Color Statement

Little ones look extra stylish with bold mixes of color. Make black and white patterns or dark hues pop with colorful pants and accessories.



Layered Looks

The convenience of layering moves to accessories this season – young ladies look pretty & polished with necklaces or chokers in mixed materials, colors and fabrics.



Gym Class Hero

Indoor and outdoor play is a lot more fun when kids rock patterned leggings, breezy athletic pants, zip-ups and more.



Glam It Up

Sequins, sparkles and faux fur accents add a Hollywood touch to your teens' wardrobes. A colorful faux fur vest with dark-washed denim makes the perfect casual-chic combo.



Sweater Style

What's better than a cozy sweater? A true fall favorite, soft sweaters in suede or shearling are like blankets for the body (and your kids will love them).

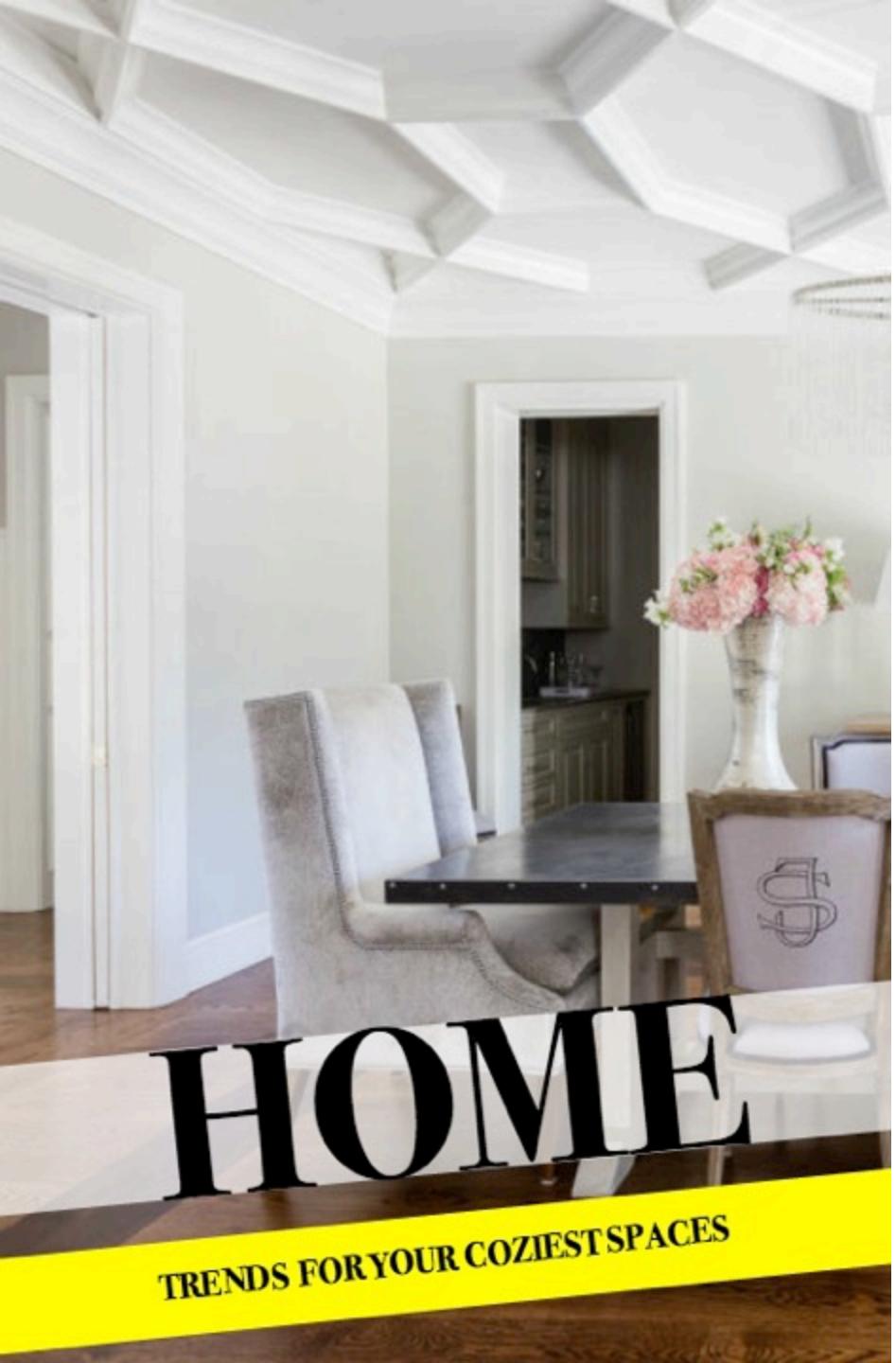
Graphic Games

Classrooms come to life with colorful, nature-inspired attire. Whether your little ones prefer floral, underwater life, tropical influences or cuddly critters, nature graphics are sensible and cool.



Not-so-fancy Footwork

Students will embrace comfort and style this season with easy lace-up sneakers. Pair your kid's favorite jeans with fun, printed shoes for a laid-back vibe.



Marvelous Matte

Move over, metallic. Matte is the muted shade of the season with chalk-like finishes in blacks, grays and charcoals. Place a matte-finished lamp or vase next to gold décor for a luxe feel.

Digital-Free Living

Tech isn't disappearing, but tech-free spaces allow families to unplug and unwind. Fill a digital-free living room with books, barware and coffee table treats to keep guests busy.



Bursting Blossoms

Florals are blooming everywhere this year, including your couch. Incorporate bright floral patterns onto pillows, bedding and drapes for a fresh feel.



A Marbled Touch

Add a small touch of luxury to your home (without breaking your budget). Chic marble accents on coasters, candleholders & clocks turn bedrooms or living rooms into high fashion spaces.



Technicolor Dreams

Playful, rainbow hues make a splash throughout the home this season. Brighten your dwelling with a technicolor pillow or throw for a pop of color without the burden of paint.



Table For Ten

Dinner parties and family meals are back on the menu with formal home dining. With a renewed focus on the dining room as an important space, stunning centerpieces and modern diningware take center stage.

DINING

TRENDS FOR EATING, DRINKING & ENTERTAINING IN STYLE



Cocktail Celebration

2016 is the year of celebration – and fancy cocktail soirees. Millennials mix and mingle at home with decorated tasting bars, craft drinks and sturdy barware. A quality glass collection is a must for upscale schmoozing.



Sandwich of the Year?

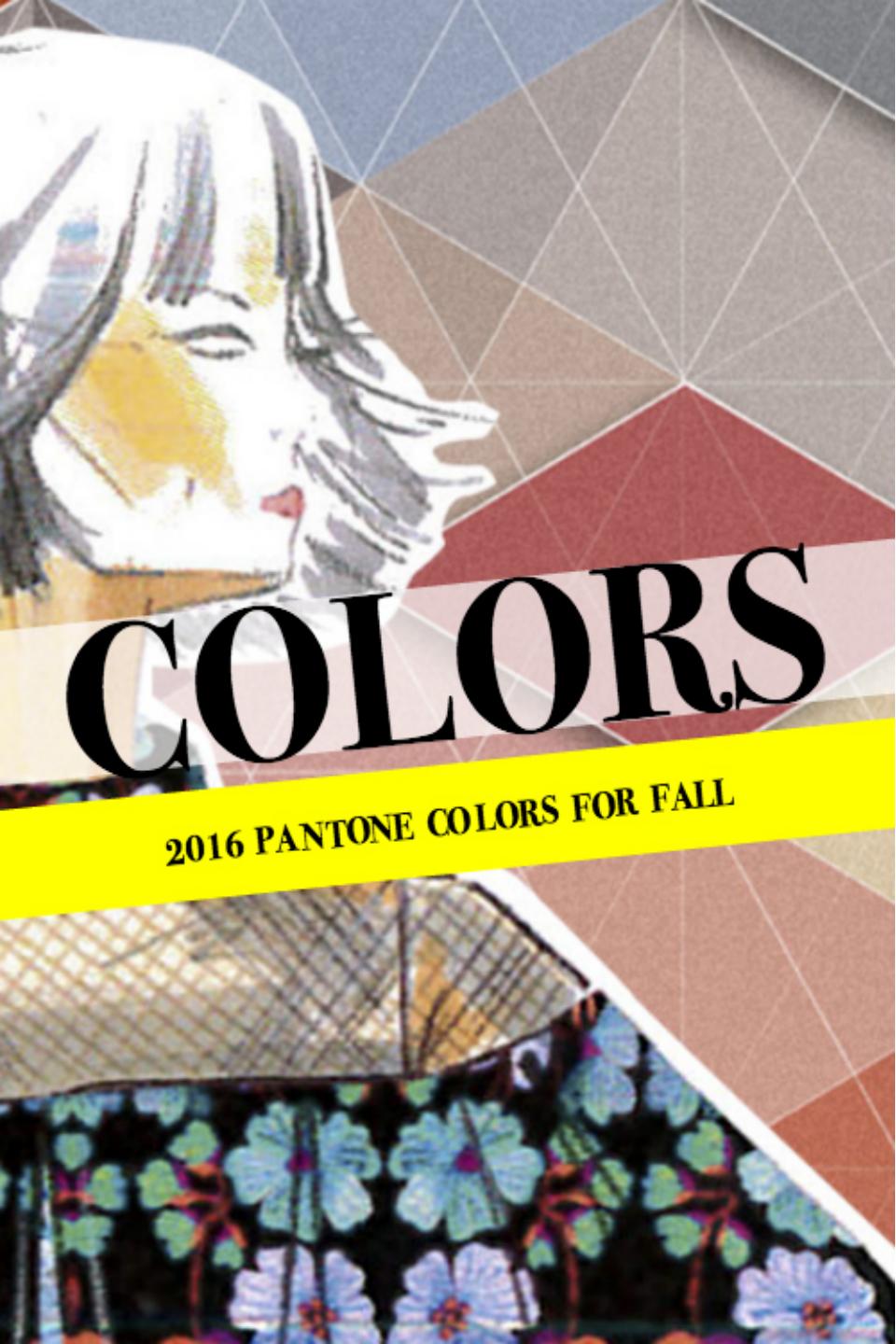
No longer just a southern charm, fried chicken sandwiches have undergone a creative – and ethnic- transformation. You'll crave this classic sandwich more than ever.

Vengeful Veggies

Vegetables are pushing red meat right off the plate. A new 'Vegetable Forward' approach lets you enjoy flavorful veggies as the main act, not the side dish.

COLORS

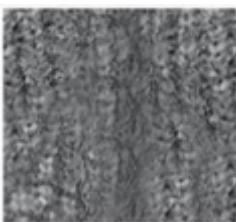
2016 PANTONE COLORS FOR FALL



PANTONE®
Riverside
17-4028



PANTONE®
Airy Blue
14-4122



PANTONE®
Sharkskin
17-3914



PANTONE®
Potter's Clay
18-1340

Riverside

Cool and calming, Riverside displays vibrant sophistication with a strong personality.

Airy Blue

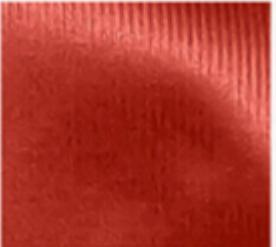
Like its name suggests, Airy Blue's light and fresh design provides a weightless appeal and evokes feelings of freedom.

Sharkskin

Pair-able with almost any fall color, Sharkskin provides a practical edge while remaining neutral.

Potter's Clay

Elements of cozy russet Orange are found in Potter's Clay, a neutral earth tone with real substance and a strong foundation.



PANTONE®
Aurora Red
18-1550

Aurora Red

Aurora Red gets the palette pumping with a powerful punch. Warm and pleasing to the eye, its dynamic shade breeds unmistakable confidence.



PANTONE®
Lush Meadow
18-5845

Lush Meadow

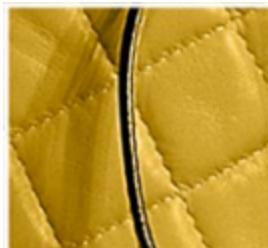
Lush Meadow brings to mind fresh foliage and brilliant botanicals. Elegant and sophisticated, this shade is elevated from more natural greens.



PANTONE®
Warm Taupe
16-1318

Warm Taupe

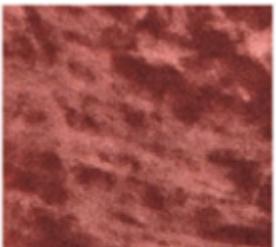
Hearty, pleasant and approachable, warm taupe is a trusted choice for a neutral when a reassuring color is needed.



PANTONE®
Spicy Mustard
14-0952

Spicy Mustard

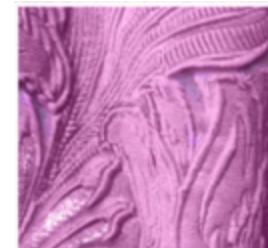
With a splash of uplifting vibrancy, this spicier, zestier yellow is unexpectedly exotic. Spicy Mustard is sunshine with a twist.



PANTONE®
Dusty Cedar
18-1630

Dusty Cedar

Unlike the light, pastel pinks of spring, Dusty Cedar is grown-up and ready for fall. The dustier, rose tones offer complexity while exuding a warm welcome.



PANTONE®
Bodacious
17-3240

Bodacious

Bodacious lends itself to vibrant color combinations and sophisticated fashion accents. Unexpected in fall, this bright, rich purple has hints of pink for extra versatility.

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